

WEBSITE DESIGN:

Project 2

YALE SCHOOL OF ART

**BY CHRISTINA ANZALONE
ADVANCED WEB DESIGN
INSTRUCTOR: JEFF JANELLE
DATE: 02/16/17**

Client Brief



The Yale School of Art is the art school of Yale University, located in New Haven, CT. Founded in 1869 as the first professional fine arts school in the United States, it grants Masters of Fine Arts degrees to students completing a two-year course in graphic design, painting/printmaking, photography, or sculpture. The School of Art, however, is NOT part of the Yale Graduate School of Arts and Sciences, and has it's own application process.

US News & World's 2012 and 2013 rankings rated Yale first in the United States for its Masters of Fine Arts programs.

Currently, you can get clearer information about the school by going to Wikipedia instead of going to the school's own website. The website itself is actually a module-based wiki that is editable by every current graduate student, staff person, and faculty member, though certain areas, like course descriptions, are locked/cannot be edited by everybody.

That being said, the school is a collaborative community, and wants diverse voices and perspectives to be represented.

They want a website that "reflects life in our institution in all its heterogeneous dimensions."

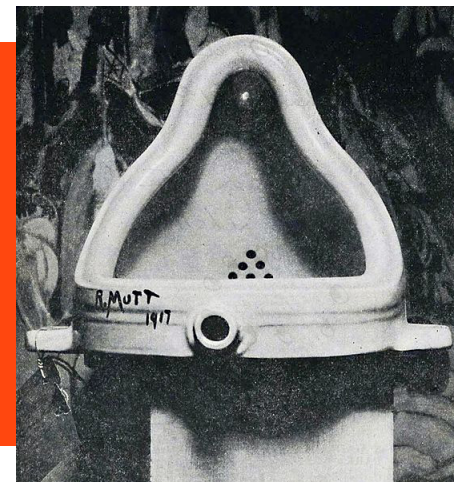
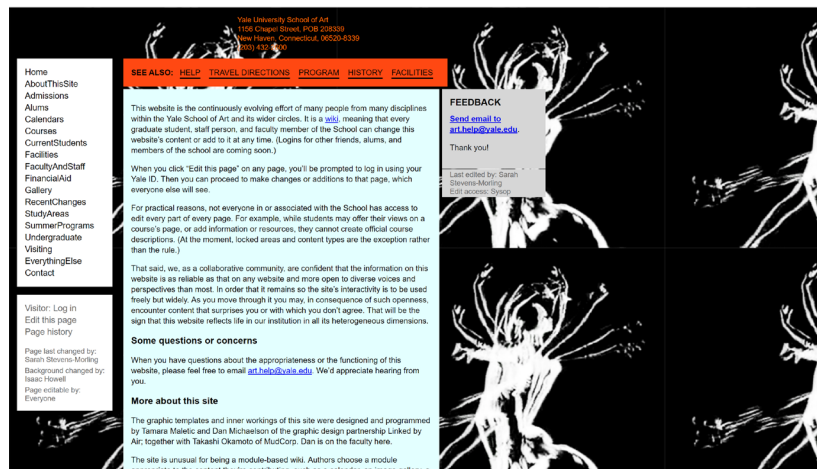
A screenshot of the Yale School of Art website's Admissions page. The page features a floral background with pink and white roses. At the top, there is a navigation menu with links for Home, About This Site, Admissions, Alumni, Calendars, Courses, Current Students, Facilities, Faculty and Staff, Financial Aid, Gallery, Recent Changes, Study Areas, Summer Programs, Undergraduate, Visiting, Everything Else, and Contact. The main content area is titled "ADMISSIONS" and includes sections for "SEE ALSO" (Tuition, Fees, General Expenses, Financial Aid, Visiting), "ADMISSIONS OPEN HOUSE" (with details about an open-house introduction on November 17, 2016), "APPLICATION DEADLINE" (stating that online applications for the 2017-2018 academic year must be uploaded by 12 midnight EST on Wednesday, January 4, 2017), and "ENTRANCE REQUIREMENTS". The page also includes a sidebar with a "Visitor: Log in" section and a "Page last changed by" section.

Client Brief

The school wants to celebrate diversity and novelty, freedom of expression, but the website in it's current state makes it hard for anybody to read or find anything. To an outsider, the site seems like an elitist inside-joke, like it is something only people attending the school can understand. It is the website equivalent of Marcel Duchamp's "Fountain." They seem to want the viewer to ask "what is art?" or "what is good web design?" or perhaps a general "what is it I am looking at right now, am I on the right website?" It is extravagantly off-putting, if you don't understand their wacky website, then you're not good enough to attend. That is how some might feel by looking at it, though some art students may interpret it as being funny and avant-garde.

Yale School of Art only offers Masters degrees, so applicants must have a BA degree, or have an admissions committee determine if their credentials are sufficient. "In either case, admission to the School of Art is on a highly selective and competitive basis." Perhaps they really are purposefully making information hard to find and read. It's almost like a test to see how badly people want to attend.

Surely, there must be a more elegant way to express elitist, creative diversity, with a sense of humor.



It is the website equivalent of Marcel Duchamp's "Fountain."

Client Brief

CURRENT SITE ISSUES

- The school address is in small orange font in front of many different background images, hard to find and read.
- Information is not organized well. Since there are no drop-down menus, individual pages have too much information to sort through.
- Lack of breadcrumbs and selected states makes it hard to know what page the user is on.
- A lot of small text in blocks of color, some of which have their own scroll bars, not user-friendly.
- The background images are busy patterns or moving gifs that are distracting and make the small text even harder to read. Art students' eyes get strained enough as it is in their daily routines, plus they are stressed from applying to schools, so they don't need additional strain trying to find information.
- Not responsive, probably even harder to read on a phone.

SOLUTIONS

- Condense Navigation to essentials.
- Use Drop-down navigation to sort categories and make info easier to find.
- Create breadcrumbs and selected states.
- Keep backgrounds clean near text.
- Make text bigger.
- Have some place to put fun images that represent the artistic nature of the school where they aren't overwhelming to the viewer.
- Focus on the most important information.
- On Homepage call attention to events like gallery exhibitions.
- Create a responsive layout.

Client Brief

TARGET AUDIENCE:

- Upper Class, able to afford \$36,359 annual tuition fee, aged 21-40.
- Cutting-edge, avant-garde art students looking for a Masters degree who already have a BA degree.
- Wealthy parents who want to know where their money will be going and where their child will be attending.
- People who like art and want to attend art shows, art collectors, prospective employers to the students.
- Current students who need info.

CLIENT NEEDS AND GOALS:

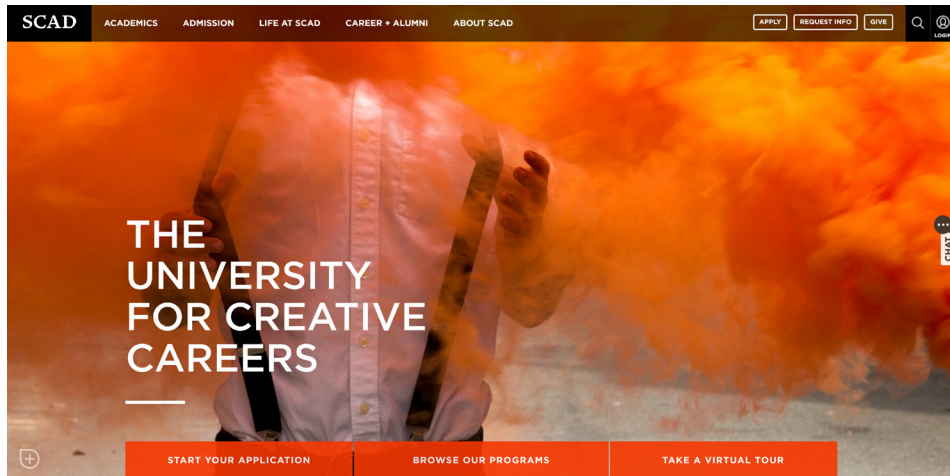
- Show the eclectic, diverse nature of the school in a functional way.
- Make school and application information clear and easy to find.
- Appeal to fantastic artists and make them excited to apply.
- Promote current student work and art exhibits to help students be successful. This will also generate interest for applicants.
- Remain a top school and attract the best of the best, who have money to spend on school.



MEASURES OF SUCCESS:

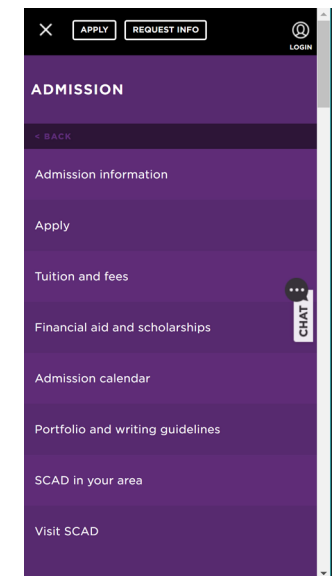
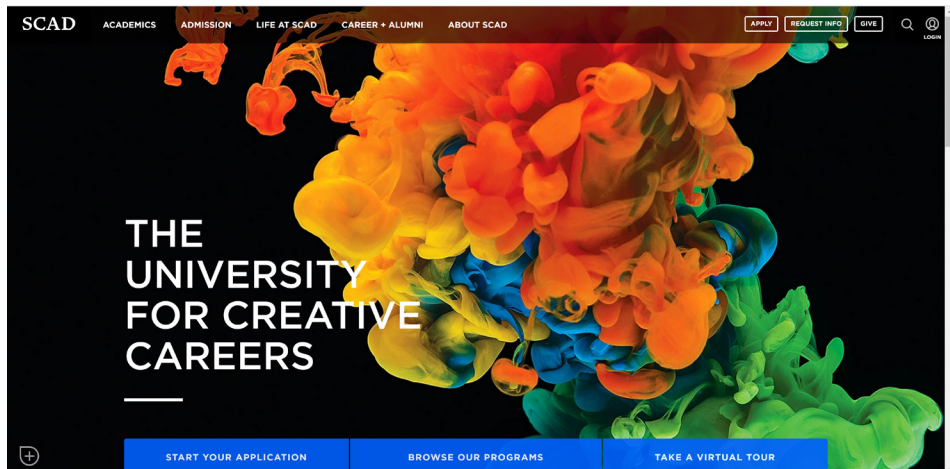
- Increase in amount of applicants.
- Increase in applicants' quality of work.
- Increased attendance to exhibitions.
- Decrease in application errors.
- Decrease in emails and phone calls asking questions.
- Increase in student employment after graduation.

Inspiration




SCAD is so creative that they have several different loading screen images. The buttons at the bottom change color based on the image as well. The top bar is a drop-down menu, each category has a different color associated with it.

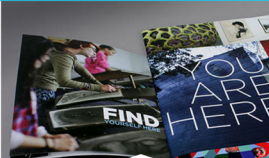
Their phone layout is nice too, and the way the burger menu slides out with the main categories, then you choose which one and the sub menu slides out.



WHAT DO YOU WANT TO BE? >>




VISIT
Get a feel for our campus. Check out our dormitories, classrooms, libraries, cafeteria, sports facilities. Talk with students and faculty. We're here to answer all of your questions.



VIEWBOOK
See all that we have to offer. Get a copy of our viewbook.

APPLY
Are you ready? It's a big decision and there are many steps in the application process. But you are not alone. We're here to help you every step of the way. Let's do this.



NOV 22

Accolades
Join us in congratulating alumni Sandy Chase, Ryan Chapman and Genevieve Nolan and faculty Marion Belanger and Jig Colberg on their recent accomplishments.

>> See All News

FEB 23

Community
February 23, 2017 | Silje Gallery

>> See All Events

UNIVERSITY OF HARTFORD
HARTFORD ART SCHOOL

ABOUT

- About Hartford Art School
- About the University of Hartford
- Hartford Art School At a Glance
- Tour our Facilities
- Meet our People
- Vision and Mission

ADMISSION

- Undergraduate Admission
- Transfer Admission
- Graduate Admission
- High School Programs

ACADEMICS

- Undergraduate Programs
- Graduate Programs
- Continuing Studies
- Visiting Artist Series
- Study Abroad

LIVING

- Residences and Dining
- Student Involvement
- Safety, Health, and Wellness
- Diversity and Inclusion
- Around Us
- Transportation

OUTCOMES

- Careers
- Working Alumni
- Internships
- Partnerships

APPLY

- GET A VIEWBOOK

ALUMNI

- GIVING

GALLERIES

- NEWS
- EVENTS

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www.hartford.edu/hartford_art_school/#

NEWS

JAN 16
Art Call for Goldfarb Exhibit
The call for art submissions for this year's Alexander A Goldfarb Juried Student Exhibition is now open.

DEC 7
Hartford Art School Grads' Paintings in Animated Film, Loving Vincent
Two recent graduates just spent the last several months in Poland working on the film "Loving Vincent," the world's first feature-length animated film entirely created with oil paintings.

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>> See All News

EVENTS

JAN 17
Oldwork
January 17, 2017 - February 14, 2017 | Joseloff Gallery

FEB 10
Hartford Art School Print Club Annual Print Sale
February 10, 2017 - February 15, 2017 | Silje Gallery

FEB 23
Community
February 23, 2017 | Silje Gallery

>> See All Events

www.hartford.edu/hartford_art_school/#

HARTFORD ARTSCHOOL

SEARCH

UNIVERSITY OF HARTFORD

MENU

apply | get a viewbook | resources | faculty + staff | news | events | galleries | alumni | giving

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VISIT

- Schedule a Tour
- Schedule a Portfolio Review
- Open House Info

CONTACT

- Directory
- Visit Campus
- Jobs at Hartford Art School

Hartford Art School has an interesting navigational menu, it takes over the entire screen when clicked, but everything is laid out nicely, easy to read. As the screen gets smaller, the pictures disappear, and it eventually turns onto an accordion menu. I like the burger menu of SCAD better though. I like the way Hartford has it's news and events laid out on the home page, and their use of accent colors. I think the serif font they are using is a bit thick, but it's not terrible.

OCAD UNIVERSITY SERVICE ALERTS GIVING TO OCAD U INSTUDIO DIRECTORY LOG IN SEARCH

About Students Study at OCAD U Programs & Facilities Research & Innovation Alumni & Friends Galleries Services

FEB 8 2017 - 7:00PM


Kent Monkman Public Talk

OCADU Faculty of Art and OCAD U's Indigenous Visual Culture Present: Art Creates Change: The Kym Pruesse Speaker Series featuring Kent Monkman

FEB 3 2017 - 5:30PM TO FEB 24 2017 - 8:30PM


BLACK CREATORS' MONTH AT OCAD UNIVERSITY - Feb. 3 to 24

Black Creators' Month: A combination of exhibition and programming that explores the multifarious ways of being Black in Canada in 2017.



Inaugural Global Experience Project takes off!

OCAD University is launching a trailblazing international initiative, bent on elevating Canada's prominence in the global communities of art and culture. The Jack Weinbaum Family Foundation Global Experience Project (GEP) will bring leading international artists to Toronto for a significant residency at OCAD U over the next five years.



FEB 16 2017 - 10:30AM TO 11:30AM

Coffee with Thom Mayne, founder and design principal of Morphosis

A great opportunity! ...to chat with Thom Mayne, the Design Director for Creative City Camms, the founding

Barbara Astman makes longlist for the 2017 Scotiabank Photography Award


Eleven nominees were recently

How to build a great gallery

OCAD University is building a brand new state-of-the-art flagship professional gallery in a residential building at 100 Richmond Street West

I like OCAD's use of line/ border-top to differentiate story sections, and their use of black and white.


Paris college of art uses only white space to separate events, and the pink accent color for their heading. I like that everything is vertical-align-top with different lengths, it keeps everything fluid and interesting.



News / Opportunities / School News / Uncategorized
When PRATT Met PCA

Jennifer Minniti, Chair of Fashion at the PRATT institute, speaks to PCA students about studying abroad in New York.


[MORE](#)



News / Students
What Exactly is Design Management and Why Should you Study Something so Enigmatic?

Laiga Ahmad, a first year design management student shares her thoughts on studying design management at the heart of an art school.


[MORE](#)



Photography / School News / Students
Freddie Karabela on Photography at PCA

At PCA, we are training photo students to become image makers from year one. Freddie Karabela is a Freshman in Photography, from London. He is currently in his second semester at PCA, and shares with us snippets of what his year has...


[MORE](#)




Fashion / School News
PCA in L'Officiel

PCA's fashion students featured in French fashion magazine L'Officiel's Ecoles de Mode issue.


[MORE](#)




Arts / Students / Uncategorized
Foundation Students Dive Into Departmental Electives!



Arts / Students / Uncategorized
Foundation Students Dive Into Departmental Electives!



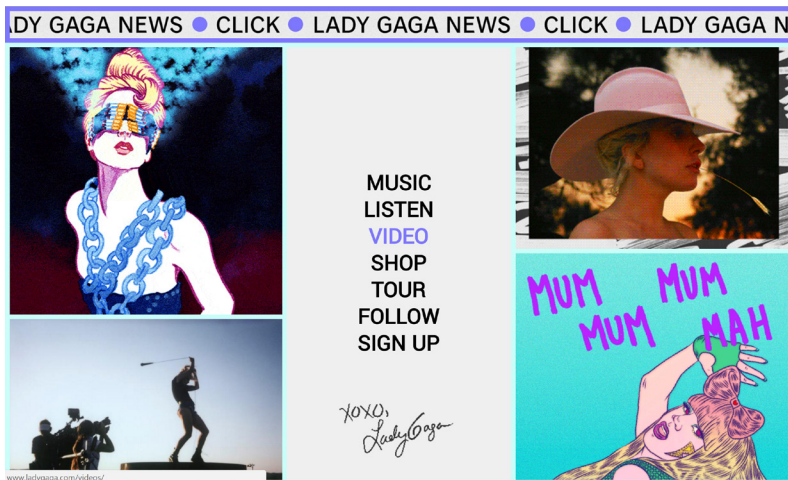
Arts / Students / Uncategorized
Foundation Students Dive Into Departmental Electives!



Alumni / Fashion / Uncategorized
Class of '13 Maram Aboul Gnein Nominated for the Canadian



Ringling’s website isn’t really that interesting to me, but I do like this section where they used multiple photos in different sizes, though some people might think there is a missing photo.



Not really inspirational, just noteworthy that Lady Gaga’s website is also purposefully bad, a ton of moving gifs and a giant bar scrolling at the top. It makes me wonder if it is a weird art movement that’s going on, like a throwback to Myspace and Geocities days.

After further research, I found that it is indeed a trend called “Web Brutalism.” Most brutalist websites were created from the drive to create something original, and “marked by a ruggedness and a lack of concern to look comfortable or easy.” It’s like what David Carson was to publication design. Admittedly, they are intriguing because they are weird and different, but they are intended for a certain audience. Probably programmers and designers who have a sense of humor, keep up with trends, and like randomness. Which means, those are the type of artists that Yale wants, people on the cutting edge. But they shouldn’t really be promoting lack of function to graphic design students.

Type Study

Entrance Requirements

The School of Art requires for admission a high degree of capability and commitment. Applicants must hold a bachelor's degree from an accredited college or university or a diploma from a four-year accredited professional art school. In exceptional cases and most particularly in light of the differences among educational structures and opportunities in the international art world today, the admissions committee may waive these prerequisites if other proofs of preparation and accomplishment are deemed sufficient equivalents

Heading: Crimson Text

Weight: Bold

Body Copy: Droid Sans Mono

Weight: Regular

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Weight: Regular

Body Copy: Roboto

Weight: Regular

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Body Copy: Roboto

Weight: Regular

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Body Copy: Source Code Pro

Weight: Regular

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Heading: Roboto (80 tracking)

Weight: Black

Body Copy: PT Sans

Weight: Regular

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Heading: Crimson Text

Weight: Semibold

Body Copy: PT Sans

Weight: Regular

Type Study

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Body Copy: PT Sans

Weight: Regular

Color Study



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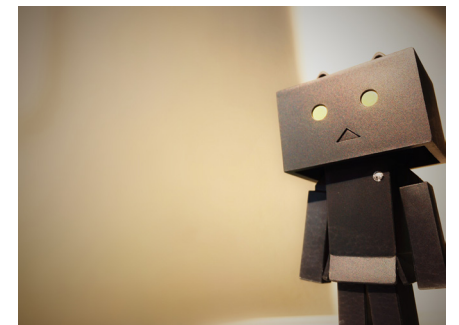
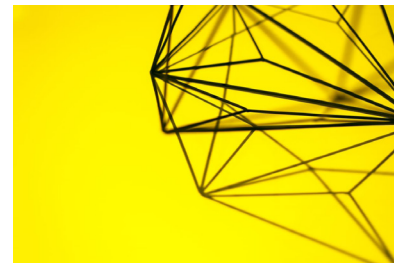
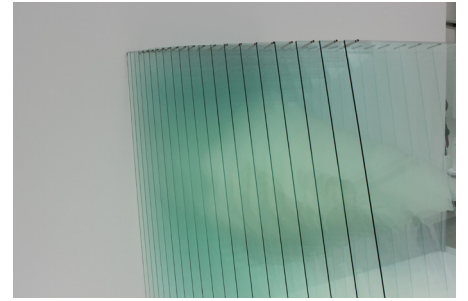
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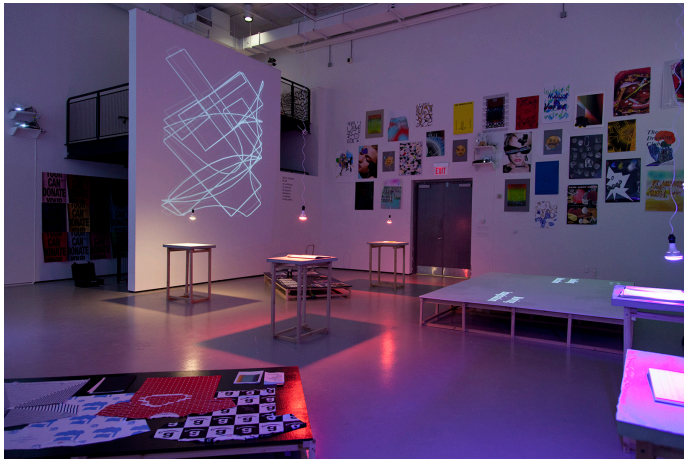
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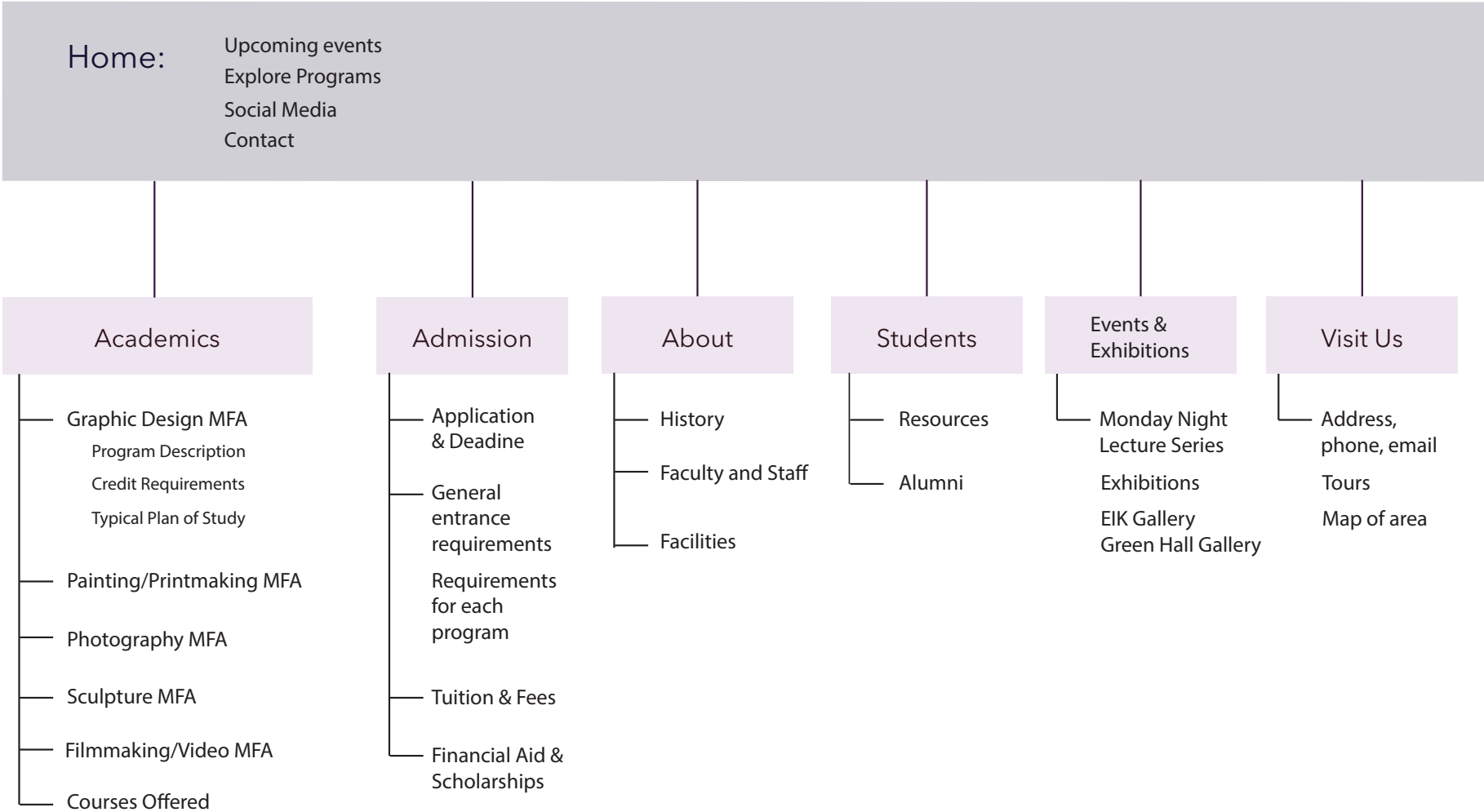
Logo Ideas

Y A L
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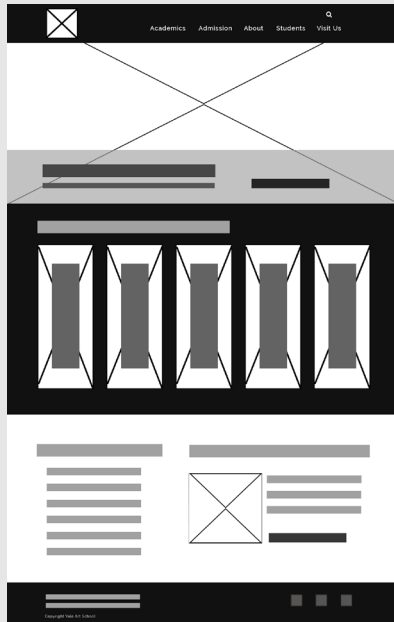
Site Map

YALE UNIVERSITY SCHOOL OF ART WEBSITE

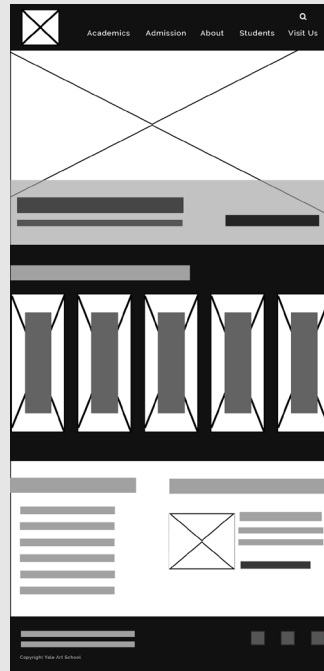


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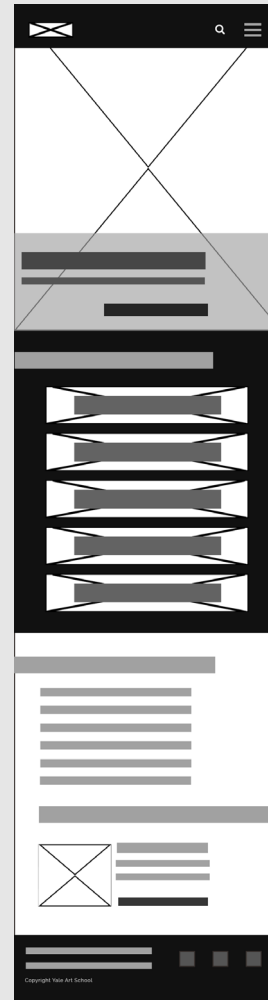
DESKTOP HOMEPAGE



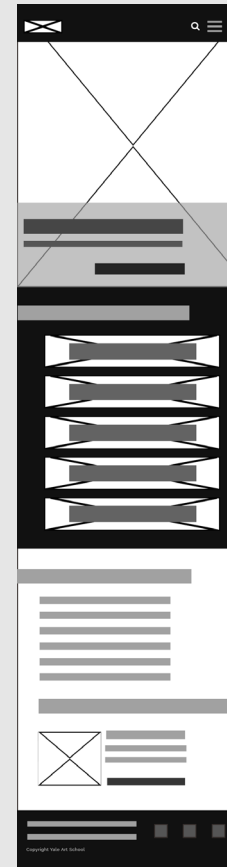
IPAD LANDSCAPE



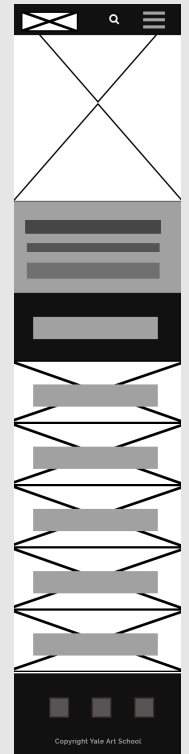
IPAD PORTRAIT



IPHONE 6 LANDSCAPE

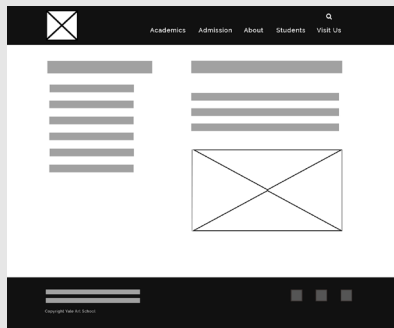


IPHONE 6 PORTRAIT

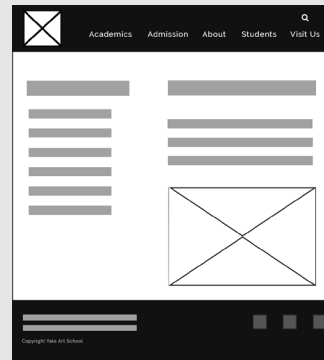


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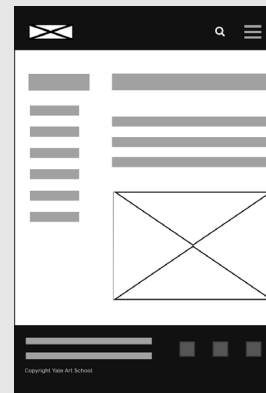
DESKTOP BASIC LAYOUT



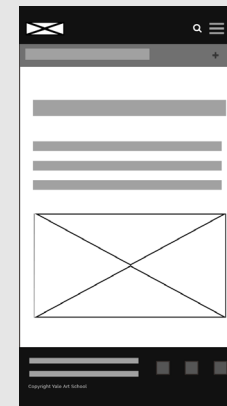
IPAD LANDSCAPE



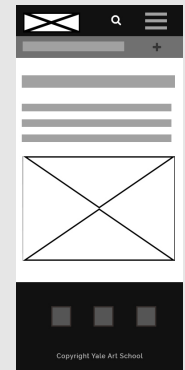
IPAD PORTRAIT



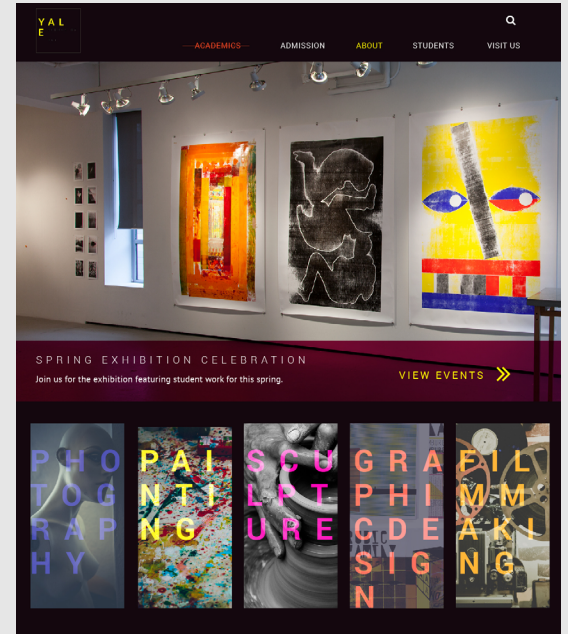
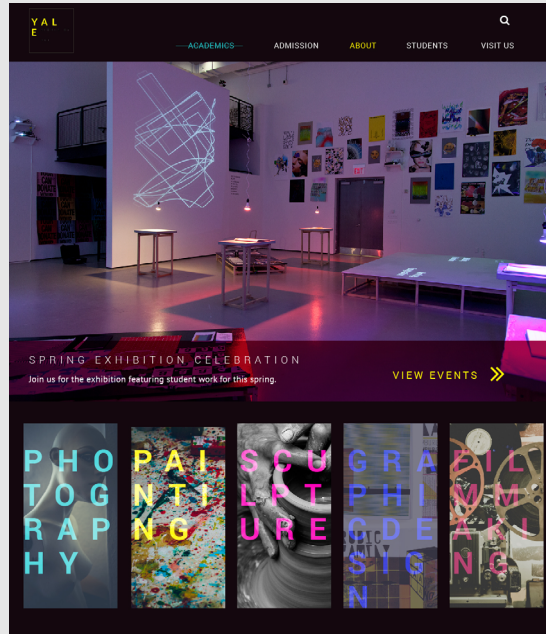
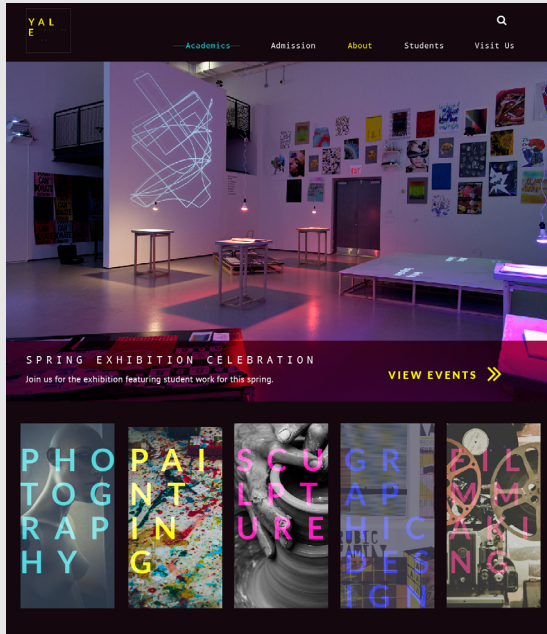
IPHONE 6 LANDSCAPE



IPHONE 6 PORTRAIT



Element Collages



UPCOMING EVENTS

MONDAY NIGHT LECTURE SERIES

- 02/20/17 ART IN CRISIS at 32EDG/EIK
- 03/02/17 Thursday 6pm- Muneer Ahmad at 32EDG/EIK
- 03/27/17 Genesis P-Orridge
- 04/03/17 Carol Bove at 32EDG/EIK
- 04/17/17 ASSEMBLY at 104 GREEN

Much of black history, as recorded in Western art, is summarized by the traditional depiction of figures in one of three roles: enslaved, in servitude, or impoverished. Beyond this limited social order, however, lies a people of dignity and strength whose survival is nothing less than miraculous. Hayden Visiting Artist and New Haven-resident Titus Kaphar, M.F.A. 2006, discusses his continued exploration of that history through the practice of visual quotation in his own work. Space is limited. Please meet in the Gallery lobby.

PHOTOGRAPHY



Photography is a two-year program of study admitting nine students a year. Darkroom, studio, and computer facilities are provided. Students receive technical instruction in black-and-white and color photography as well as nonsilver processes and digital image production.

The program is committed to a broad definition of photography as a lens-based medium open to a variety of expressive means. Students work both individually and in groups with faculty and visiting artists. In addition, a critique panel composed of faculty and other artists or critics meets weekly, as well as for a final review each term, to discuss student work.

HEADING1 DROID SANS MONO

HEADING 2 PT SANS CAPS

Body copy PT Sans



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- 04/03/17 Carol Bove at 32EDG/EIK
- 04/17/17 ASSEMBLY at 104 GREEN

Much of black history, as recorded in Western art, is summarized by the traditional depiction of figures in one of three roles: enslaved, in servitude, or impoverished. Beyond this limited social order, however, lies a people of dignity and strength whose survival is nothing less than miraculous. Hayden Visiting Artist and New Haven-resident Titus Kaphar, M.F.A. 2006, discusses his continued exploration of that history through the practice of visual quotation in his own work. Space is limited. Please meet in the Gallery lobby.

PHOTOGRAPHY



Photography is a two-year program of study admitting nine students a year. Darkroom, studio, and computer facilities are provided. Students receive technical instruction in black-and-white and color photography as well as nonsilver processes and digital image production.

The program is committed to a broad definition of photography as a lens-based medium open to a variety of expressive means. Students work both individually and in groups with faculty and visiting artists. In addition, a critique panel composed of faculty and other artists or critics meets weekly, as well as for a final review each term, to discuss student work.

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